



EXPORTNews

"Your Partner in Exporting"

November 2005

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GEORGIA U.S. EXPORT ASSISTANCE CENTER WEBSITE

The Georgia U.S. Export Assistance Center now has its own website!

For your information on current export topics, links to export trade resources, our monthly newsletter and upcoming local events, go to:

www.buyusa.gov/georgia/page19.html

EXPORTNews is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in Atlanta. It is distributed by email and winfax. To correct, add or delete an address, send complete contact information to the Atlanta USEAC at the email address or fax # listed above.

Hernandez Sworn in as Assistant Secretary for Trade Promotion and Director General of the U.S. and Foreign Commercial Service

WASHINGTON, D.C. – Israel Hernandez was sworn as Assistant Secretary for Trade Promotion and Director General of the U.S. and Foreign Commercial Service at the U.S. Department of Commerce by Commerce Secretary Carlos Gutierrez. The Commercial Service is the federal government's key export promotion agency. Its mission is to help small and medium-sized American businesses export and to advocate for U.S. business interests abroad. The U.S. Senate confirmed Hernandez on October 7, 2005.

"I will be a staunch advocate for small and medium-size U.S. businesses that operate in the global market," Hernandez said. "I will promote an agenda to help companies succeed in exporting, create jobs, and strengthen our economy at home."

Prior to joining the Department of Commerce, Israel Hernandez served as Deputy Assistant to President George W. Bush and as a deputy to Senior Advisor Karl Rove. He assisted Mr. Rove in overseeing the strategic planning, political affairs, public liaison, and intergovernmental affairs efforts of the White House during the President's first term.

Israel Hernandez received a B.A. degree with a double major in Philosophy and Political Science in 1992 from the University of Texas at Austin and a M.P.A. from the George Bush School of Government and Public Service at Texas A&M University in 1999.

COMMERCE DEPARTMENT TO HELP TEXTILE FIRMS EXPORT

Financial Award to Hosiery Technology Center Focuses on Japanese and Other Global Consumers

The U.S. Department of Commerce's International Trade Administration has awarded \$397,000 in financial assistance to the Hosiery Technology Center (HTC). Based in Hickory, N.C., on the campus of Catawba Valley Community College, HTC helps U.S. hosiery firms compete internationally through training, research and development, testing, and new product development. James C. Leonard, III, Deputy Assistant Secretary of Commerce for Textiles and Apparel, announced the award at Harris & Covington Hosiery in High Point, N.C.

"The Commerce Department is pleased to partner with HTC on this project," said Leonard. "This partnership reflects our commitment to opening new markets, developing better American jobs and creating an environment for businesses to innovate, compete and prosper."

HTC will introduce U.S. hosiery producers to Japan's retail market. As part of the project, HTC will organize a marketing campaign and trade missions to Japan followed by similar activities targeted at consumers in Singapore, Eastern Europe and Scandinavia. HTC will help U.S. firms with several facets of exporting from translation and repackaging to developing e-commerce methods. HTC will also introduce innovative hosiery products and confirm product quality through testing and certification.

The U.S. Department of Commerce – with Washington D.C.-based industry experts, Japan-based trade specialists, and four Export Assistance Centers in North Carolina and Alabama – will work with HTC to help U.S. hosiery firms export to Japan. Other partners include the North Carolina Department of Commerce, the Hosiery Association, the Alabama International Trade Division, and the Small Business Development and Technology Center.

The financial awards and technical assistance are made available to HTC through the Commerce Department's Market Development Cooperator Program (MDCP), a public-private partnership developed to help small and medium-sized U.S. firms expand exports that support jobs. The program builds partnerships by providing financial and technical assistance to non-profit organizations involved in improving competitiveness and developing foreign markets. For every federal dollar received, HTC will contribute nearly two-and-a-half dollars.

For more information about the Market Development Cooperator Program, please visit www.export.gov/mdcp. More information about HTC is available online at www.legsourc.com.

Market of the Month: Why the Netherlands?

(The Netherlands is the 8th largest export market for the U.S.)

The Netherlands is a prosperous and open economy that is heavily dependent on foreign trade. The economy is noted for stable industrial relations, moderate inflation, a sizable account surplus, and an important role as a European transportation hub. Industrial activity is predominantly in food processing (e.g. Unilever and Heineken), chemicals (e.g. DSM), petroleum refining (e.g. Shell), and electrical machinery (e.g. Philips). A highly mechanized agricultural sector employs no more than 4% of the labor force, but provides large surpluses for the food-processing industry and for exports. The Dutch rank third worldwide in value of agricultural exports, behind the US and France. Other important parts of the economy include international trade, banking and transport. The United States is the largest foreign investor in the Netherlands and has its largest bilateral trade surplus in the world with this country.

The Netherlands' strategic location, the relative ease of doing business, the high level of proficiency in English, and its world-class and user-friendly transportation and distribution infrastructure make the Netherlands an ideal market and European operations location for U.S. companies. The Netherlands has capitalized on its location and advanced economy to become one of the top dozen trading countries in the world. The Netherlands is a geographically small, densely populated (16.4 million people) country occupying a highly strategic commercial location that makes it the "Gateway to Europe". Over 160 million consumers (roughly one third of the population of the expanded European Union of 25 Member States) reside within a 300-mile radius of Rotterdam.

The Netherlands is a key center within the global business network with an advanced infrastructure geared towards the transportation of goods, people, and electronic data. Its core distribution points include Rotterdam, the world's second largest port, and Amsterdam Schiphol Airport, the fourth largest passenger and third largest cargo airport in Europe.

BEST U.S. EXPORT PROSPECTS:

- Automotive Parts and Accessories
- Construction Equipment (Bathroom Equipment)
- Computer Services
- Computer Software
- Environmental Products
- Medical Equipment
- Safety and Security Equipment and Systems
- Telecommunications Equipment
- Telecommunication Services
- Transport and Distribution Services

Click on the following link for more information:

http://www.export.gov/comm_svc/press_room/marketofthemonth/netherlands/netherlands.html

for more about opportunities in the Netherlands.

<http://www.buyusa.gov/netherlands/en/171.html>

Bureau of Industry and Security Denial Lists To Check

It is critical to check the parties to your transaction (including freight forwarders, intermediate consignees, and the ultimate consignee) against the most recent *Denied Persons List, Unverified List, Entity List, Specially Designated Nationals List, and the Debarred List*. Although you are only required to make this check for export or reexport transactions, it may also be useful to do so for domestic transactions as well. For more information click on the links below:

[Denied Persons List](#)

[Unverified List](#)

[Entity List](#)

[Specially Designated Nationals List](#)

[Debarred List](#)

UPCOMING EVENTS

BUSINESS OPPORTUNITIES EVENT FOR MANUFACTURERS IN CONJUNCTION WITH SAFETY-SECURITY EQUIPMENT ASIA FAIR SINGAPORE – NOV. 7-11, 2005

Interested In Exporting To The Rapidly Growing Markets In Asia But Aren't Sure Where To Start?

Consider signing up for the U.S. Department of Commerce business development program in Singapore. Working directly with trade experts at the U.S. Embassy in Singapore, you will be able explore market opportunities in this thriving economy and the broader Southeast Asian region.

Long established as the GATEWAY TO ASIA, Singapore is an ideal launching pad for small and mid-size U.S. companies because of its business-friendly environment and web of trade links to other Asian economies.

A further advantage, Singapore recently concluded a free trade agreement with the United States that makes two-way trade duty-free and offers additional protections to U.S. companies doing business there.

For more information, contact Robert Leach at (404) 897-6082 or email Robert.leach@mail.doc.gov.

GREENBUILD 2005

Georgia World Congress Center

**285 Andrew Young Int'l Blvd.,
Atlanta, GA**

November 9-11, 2005

Greenbuild is the annual meeting place for the green building industry. For three days in Atlanta, thousands of green building industry professionals will come together to learn about the latest advancements in green building design, construction, project financing and building management.

Greenbuild's Mission:

- Provide an exciting annual meeting place for the rapidly expanding green building industry.
- Serve as the pre-eminent showcase for leading-edge green technologies worldwide.
- Deliver an outstanding educational program that highlights benchmarks of sustainability across a broad array of issues, including site location and development, water use, energy, materials, indoor environmental quality, biophilia, health and productivity, financing and more!

Conference Highlights:

- Outstanding educational programs.
- More than 450 exhibitors.
- LEED™ workshops.
- USGBC member day and Chapter forum.
- Green building tours.
- Thought-provoking keynote speakers.
- Master Speakers Series.
- Annual USGBC Leadership Awards

For more information visit the website:

<http://www.greenbuillexpo.org> or contact:

Mark Wells, Trade Event Programs at (202) 482-0904 or email Mark.Wells@mail.doc.gov

Arab Health 2006

(Medical ~ Dental ~ Laboratory ~ Ophthalmology)

Dubai World Trade Center

UAE ~ January 22-25, 2006

Are you missing out on a GREAT market for U.S. Medical Products? The United States is a key source for medical equipment in the Middle East. Trends continue to point toward market growth. The healthcare industry in the Middle East is estimated to be over US\$81.4 billion per year, and the U.S. sells over \$500 million in medical, dental, and ophthalmic equipment to the region. With increasing oil revenues, this region has the means to source the high-quality U.S. products they demand – do not miss this excellent opportunity!

Get to Arab Health:

American Product Literature Center - \$500

Need a cost-effective way to test the market? Stay at home while industry specialists from the Department of Commerce promote your literature to distributors/agents at the show!

- Your contact/product information distributed via the APLC Directory.
- *Personalized* trade lead booklet with distributors/agents that registered interest in your product line.

Full Booth Space - \$595 per square meter

Ready to tell the world about you? This gives you a major show presence – show organizer, Kallman Worldwide, offers:

- Assistance determining booth space needed.
- Assistance with transportation arrangements and travel plans.

Interested? Call Lisa Huot at 202-482-2796

Trade Events Calendar (non Ag)

- [View only Commerce-Supported Trade Missions](#)
- [View All Trade Missions](#)
(including Commerce Supported)
- [View only Domestic Trade Shows](#)
- [View only International Trade Shows](#)
- [View only Catalog Shows](#)

We hope you've enjoyed this edition of our newsletter. Any mention of non-government sources does not constitute endorsement. If you have any questions or comments, contact us at Office.Atlanta@mail.doc.gov
<http://www.buyusa.gov/georgia>
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